



# Working with North West London to achieve health equity

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# No 'one size fits all' approach



**North West London has 2.4 million people from more than 200 ethnicities**

**28.6% of people do not have English as a first language (8% nationally)**

**8.7% of households are overcrowded (3.5% nationally)**

**1 in 5 adults has 2 or more long term conditions (1 in 4 nationally)**

# No 'one size fits all' approach



We're not experts on any one group, and we know there is so much diversity within each community.

Our approach is to **work with** and **learn from** our local communities in order to make our projects more inclusive and impactful.

# Imperial's health and equity framework

We developed this framework in 2022 to organise our work around health equity  
It brings together our work under four key domains, each driven by a wide range of activities being undertaken with different communities, staff-groups and partners

## Aim: To improve health, wealth, wellbeing and equity within our local communities

### (A) Embed health and equity in our core activities

- 1) Ensure every service we provide is actively working to measure, understand and improve equity of access, experience and outcomes for patients.
- 2) Evolve service delivery to focus more on prevention, self-care and health improvement (make every opportunity count).
- 3) Widen our understanding of our patients, staff, communities and their needs - including the wider social determinants and inequalities they face – to guide the focus of our health equity work.
- 4) Invest in building capacity & capability in our staff to drive this work.

### (B) Integrate care around the needs of local communities through place-based partnerships

- 1) Work with local councils, communities, the voluntary sector and NHS partners to plan and deliver high value, place-based integrated care services which meet the health and wellbeing needs of our local population.
- 2) Listen to and involve patients, carers and local communities to ensure we are 'user centred' in everything we do.
- 3) Actively collaborate and connect with partners at place, sector and system level to ensure resources (e.g. research, digital, data, innovation and life sciences) are used for equitable impact.

### (C) Focus on our staff as a key part of our local population

- 1) Actively promote the importance of staff's mental and physical health and wellbeing.
- 2) Create healthy, psychologically safe, environments for staff to work in.
- 3) Act as an exemplar employer that is focused on narrowing inequities across staff groups, and continuously improving the experience of our staff.
- 4) Actively involve our staff in our work on prevention – both in delivering it and as beneficiaries.

### (D) Maximise our impact as an 'anchor' organization in our local communities

- 1) Widen access to quality employment and work for local people living in our communities.
- 2) Make purchases locally and for social benefit.
- 3) Use our buildings, spaces and new hospital plans to support our communities.
- 4) Reduce the environmental impact of our work, through the implementation of our Green Plan.
- 5) Work closely with our local partners to further our collective 'anchor' mission.

# Working towards equity with local communities

**Involve trusted community members:** People are more open with those they trust and have long-term relationships with, especially when they speak the same language. Train trusted community members to help gather insights and run workshops.

**Use careful language:** Be mindful of the words you use. Terms like "deprived" can make people feel labelled or judged. When we use kinder, more neutral language, we show respect and make people feel more comfortable sharing their experiences.

**Offer choice and remove barriers:** Offering flexible participation options (in-person, online, phone) and providing interpreters/translated materials helped us reach non-English speakers and hear under-represented voices.

**Keep it simple:** Using easy-read format benefits everyone, not just those that have learning disabilities or autism. Plain English language doesn't only benefit people that speak another language, it can help everyone (1 in 6 adults in England have very poor literacy skills).

# Working towards equity with research and design

## Supporting people to attend hospital appointments

The Trust found that '**Did Not Attend (DNA) rates**' for outpatient appointments are up to **50% higher** across patients living in the most **deprived areas** and those who are part of specific **minority ethnic groups**.

We interviewed patients and staff to **understand the barriers** people face in attending hospital appointments, then ran co-design workshops with community members to **come up with interventions** that could help overcome these barriers.

## Keys to success

**Be specific about who you want to hear from.**

**Go to where people are.**

**Frame issues within their historical and social contexts.**

# Working towards equity with community organisations

## The Marylebone Project



- 112 bedrooms
- 24/7/365 support through the Sanctuary drop in
- Support services team- specialising in mental well being and housing
- Resettlement team- specialising in empowering women into independent living
- Education, Employability and Training team
- 2 Social Enterprise projects
- Wide variety of activities on offer to women
- Offer holistic support to all women
- A project for women, led by women.
- Only one of its kind in the UK.

# Working towards equity with community organisations

## Uplifting women's voices



***"I want to be a changemaker. Even if I am currently without shelter, I have a voice and I have an intelligent mind. I want to give my feedback and help, but I don't want my story plucked from me."***



# Working towards equity with community organisations

## Keys to success

### **Take the time to build long-term reciprocal relationships.**

We formed this relationship with no specific project in mind, and spent the first couple months building trust and understanding between our organisations.

### **Learn from best practice in other sectors.**

The Marylebone Project taught us about 'psychologically informed environments', a framework used by homeless charities to protect the mental wellbeing of their service users, and 15 researchers and designers at Imperial have now been trained in this approach.

### **Involve the public from the start.**

We'll be working with women at the Marylebone Project to design any future projects between our organisations to ensure we're focusing on what matters to them and using methods they feel comfortable with.

## Questions for discussion

**How do we build trust with communities who have been excluded from or harmed by health and care systems in the past?**

**How can we partner more closely and equitably with patients, public members, and community organisations?**